

THEBABYGIRLCLUB

We are Women, hear us Roar.



Women
on the
move.

ISSUE 6



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Editor's note



THEBABYGIRLCLUB seeks to build the self-esteem and self-worth of young women of all color by changing their outlook on life, broadening their horizons, and helping them empower themselves. Our establishment is to promote the power of young women as well as to encourage the analysis of the ways women are portrayed

Thebabygirlclub magazine is a digital platform that is made to encourage and showcase female entrepreneurs and female-owned businesses. We are in the business of inspiring and igniting the spark within the hearts of young South African Women.

Thebabygirlclub magazine will mainly act as a guide that bridges the ordinary young women pursuing their dreams through her skill, art, and craft to the young women who seems to still be unsure about their direction in this world. At Thebabygirlclub our mission is to ensure that all your goals are accomplished.

The magazine will be published monthly

Issue 6 - The influencer Edition,
This issue was created for every young woman that impacts the lives of others. Influencing is the ability to impact other people with what you are equipped with.

In this edition, we focus on pushing the bar and crashing glass ceilings. Each of the great and successful women in this edition has proved that greatness is possible.

Each path is filled with failure and success and you have to decide what you are focusing on

Thebabygirlclub focuses mainly on inspiring women to be themselves.

Teach yourself to take every opportunity and failure one step at a time. A full view could be discouraging at times but taking smaller steps leads to greatness and it allows you to enjoy the moments.

This is what makes a journey beautiful.

We find pride in leading and creating a magazine that is an agent of influence.

We love encouraging you to keep going.

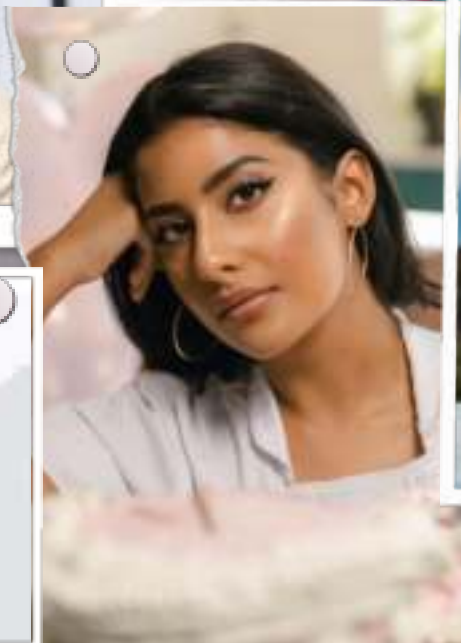
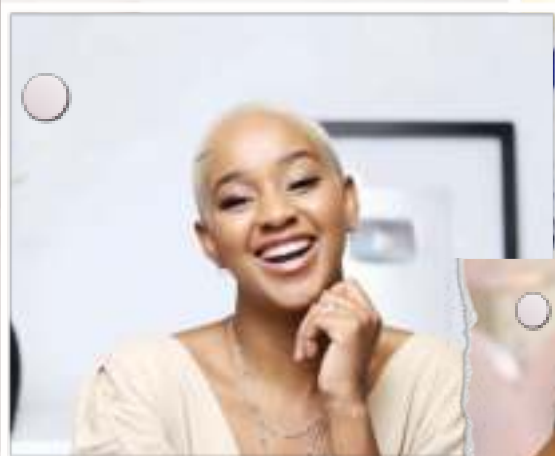
Remember to start with what you have, work with it.

You do not need a million rand to start your business venture nor do need premises to produce your product.

Use everything you have now, pursue that dream girl, challenge another young woman to greatness and remember why you started.

Xo.

Thebabygirlclub



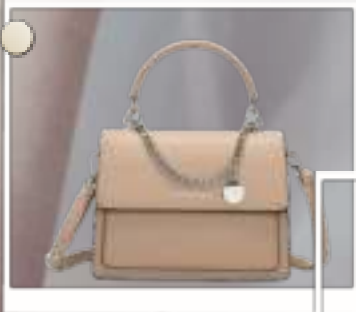
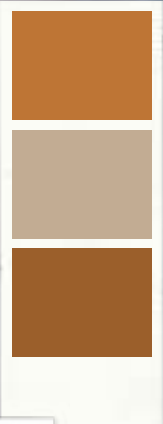
*Know their
Names*

THE FASHION BAR



WINTER COLLECTION

BY FASHION ICON ,
SIYABUNNY



Show me your winter collection

Winter collection
Model: @SarahLanga
stores: @ZARA , @H&M, @shein

Hermoso Flor
COSMETICS



**CEO & FOUNDER
MBALI SEBAPU**

Ex-military queen turned into a boss. Ceo of Hermosa_flor_cosmetics and founder of Angela Jewellery as well as Mariana_agency

Wildcat Clothing
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choice for high
quality clothing





GIRL-CEO



Cleo Johnson



What drives you to continue pursuing all that you do?

I must admit that I am extremely grateful that I love what I do and have a passion for it.

If something is not inspiring me or challenging me enough, I switch gears or step back and take on something that does.

Life is far too short to not do something that gets you excited in the morning.

I remind myself on days when I don't feel like working or doing something that other people are relying on me.

This could be people I serve in church, in the communities we have feeding schemes in, etc.

You have to show up, even if it's minutely.

How can I improve today and what can I create today? These are questions I ask myself constantly.

Have you ever experienced fear of failure and if so, how did you manage to overcome it?

I suffer from imposter syndrome all the time.

Following your dreams and aspirations is extremely personal.

It is great to have role models or people you look up to but at some point, you need to understand what success and failure look like to you.

There is a lot of unlearning I had to do from working in a corporate environment. I stopped looking at what I thought the end goal would be and how it would look.

No journey is linear and freeing yourself from these pre-conceived notions gives you the freedom to explore and create.

Founder & director of Nucleo

Cleo Johnson

I now focus on what can I do today that falls within serving a particular mission or goal. I also have a great group of close friends that are my sounding board for my ideas and rationales.

What are some of your personality traits and characteristics that you would attribute your success to?

Although there is a fine line, I am tough but fair. This applies both to myself and my team. We need to critique our work and know there is always room for improvement. Other contributing traits would be that I have learned to serve others, I always try to show kindness wherever I go. Most importantly being grounded in my faith.

What is one saying/motto that you live by?
Don't despise small beginnings.

We would also like to congratulate you on making the Forbes 30 under 30. What would you say an achievement like this means to you?

This was such a humbling experience for me and I am truly grateful to be recognized. 2020 and 2021 have been extremely difficult and It affirmed my business journey and who I am as a leader. It reminds me that I don't need to have a large company or staff employ to deliver great work and make a difference. When you have a why and it exudes through everything you do, the rest will follow. I look forward to the doors this will open and expanding my network.



**WE MAKE AND
PERSONALIZE YOUR
SCRUBS**



Scrubs4Medics

11 Month Savings Challenge by Financial Fitness for Women

Hey Ladies ,
Our savings account balance is R 2 100,00
How about yours ?

MONTH	DEPOSIT	TOTAL
January	R 100 .00	R 100 .00
February	R 200 .00	R 300 .00
March	R 300 .00	R 600 .00
April	R 400 .00	R 1,000 .00
May	R 500 .00	R 1,500 .00
June	R 600 .00	R 2,100 .00
July	R 700.00	R 2,800.00
August	R 800.00	R 3,600.00
September	R 900.00	R 4,500.00
October	R 1,000.00	R 5,500.00
November	R 1,100.00	R 6,600.00

THE FINANCE BAR

Adele Barnard
financial Planner and educator

We do not like to talk about money. It makes us uncomfortable. And add talking about financial mistakes to the mix and we are all officially scared. But as this is our Influencer edition, I thought I would share a few tips on how to get the conversation going with yourself with regards to your moola.

Finance is the backbone of any business. And if you are an influencer, you are your business. Never forget that. Furthermore, finance is absolutely nothing more than adding and subtracting. And if it makes you nervous, outsource your financials to a qualified service provider that can add value to your financial portfolio and financial wellbeing.

The first step is –

Do not be and feel intimidated by your finances. Money makes the world go round and the sooner we understand, the better we can make our money work for us. No brainer. I always encourage my client to adopt the strategy to learn as much as possible about finance. Yes, you possibly hired me to assist you with your finances, but at the end of the day it is YOUR money and your business.

You are the decision maker. And remember, the more we learn, the better we do. And that is applicable to all aspects of life.

Know your worth and add tax. Heard or seen this before?

Please do not neglect to apply this valuable principle to your business. We cannot avoid tax.

And technically the tax money was never ours to start with. Hence you should 'add' the tax prior when you quote your services. The percentage will vary from person to person pending on your tax bracket.

It would not be a Finance Bar article, if I did not raise the topic of 'budgeting'.

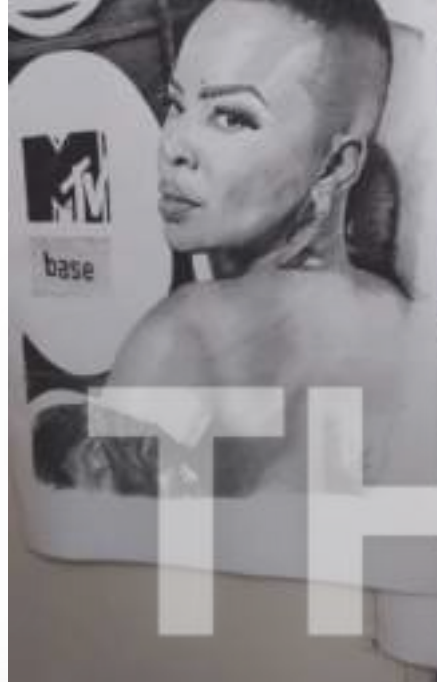
Budgeting does not have to be complicated. It is just a plan of action to keep you accountable. It will enable you to see income vs expenditure and to keep track if the income is sufficient and in line with the expenditure.

Which is extremely important. If the two do not add up, you either need to scrutinize your expenses or hustle harder. And do not splurge all your money after your first big pay cheque. Treat yourself, but also save for the rainy day (read emergency fund).

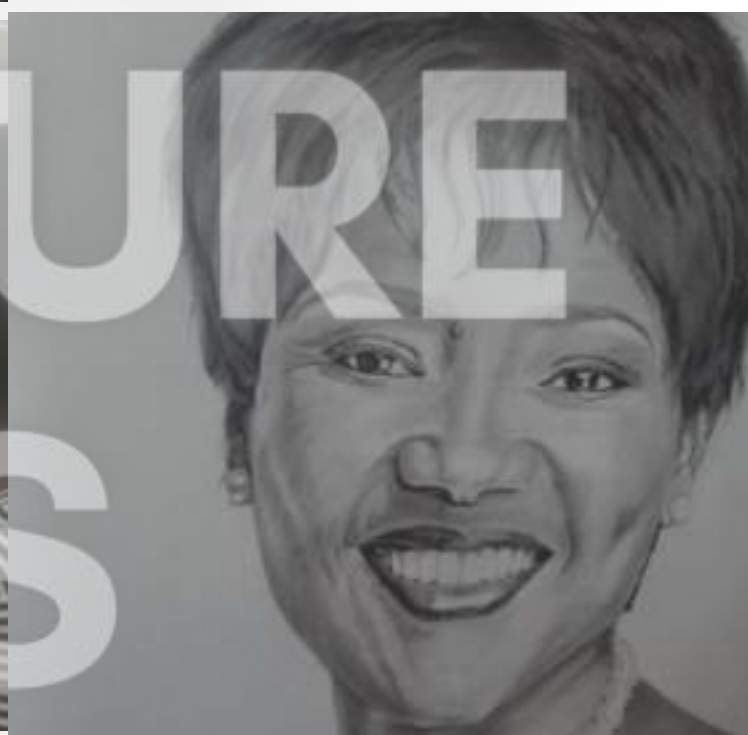
And remember to pay yourself first. Ladies I cannot stress this enough. You need to reserve funds for your future self.

Invest your funds so it can generate money babies! It is all about living live on your own terms, to do what you want, when you want to do it.

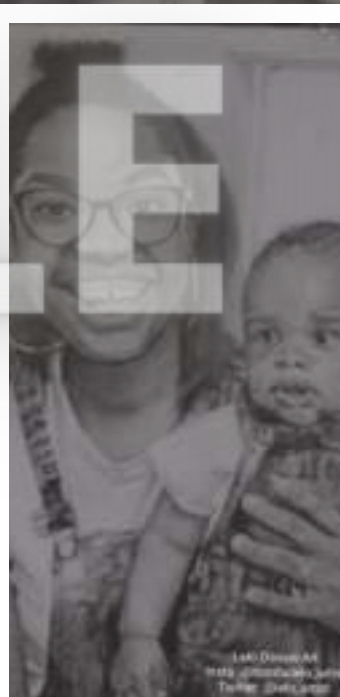
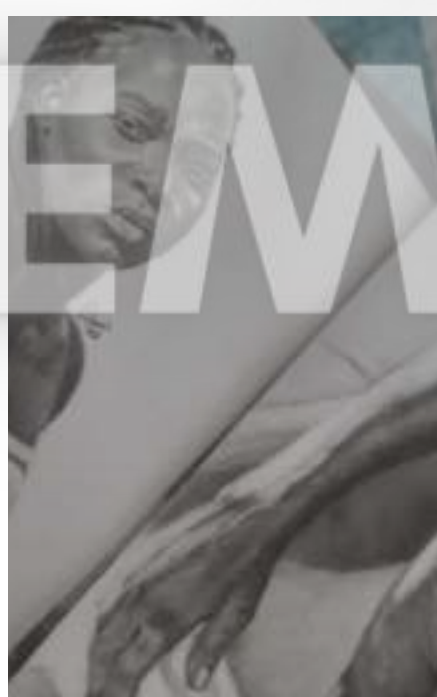




THE



FUTURE IS



FEMALE

Levi Dizon Art
nata_cristobales_2019

Levi Dizon Art
nata_cristobales_2019
Twitter @levisart

What it means to be young – Youth Day, then and now.

PREPARED BY : ROBYN KORKIE

The introduction of Afrikaans as a compulsory language in African schools is widely known to be the catalyst of the Soweto uprisings of June 16th, in which an estimated 700 youths were killed. The Soweto uprisings had been many years in the making and occurred within the context of the Bantu Education Act of 1953. The Act engineered by Hendrik Verwoerd was implemented with the purpose of providing inferior education to Black South Africans, to cement in their minds the psychology of inferiority. And while it is important to pay homage to the heroes of the Soweto uprisings who achieved what their parents could not, we must be vigilant to the oppression of our present – high rates of youth unemployment, poverty, crime, and inequality.

We are made to believe that these issues are manufactured domestically, but a closer inspection reveals that the symptoms of socioeconomic degradation (unemployment, poverty, crime, and inequality) is caused by a disease called neo-colonialism. Neo-colonialism is often 'wrapped in beautiful PR paper', in the form of loans and bailouts coming from the helping Western hand.

Every loan comes with terms and conditions, these loans are no different, their terms and conditions often create more problems than they are meant to solve. One such loan is the 850 million usd loan that South Africa received from the International Monetary Fund at the dawn of its democracy. South Africa, just like every other African state was ravaged by colonialism and apartheid, it was (and still is) drowning in debt, and it needed money. The terms and conditions of this loan included a promise that South Africa would adopt the structural adjustment policies recommended by the World Bank - the most prominent being the GEAR policy. This policy was directed at promoting privatisation, open markets, and minimised state spending.

According to the World Bank, the policy would help solve South Africa's existing problems, but it only drove our country into a deeper state of crisis. As promised by World Bank experts, the economy did show signs of growth. The economy grew along with rapid unemployment, automation, inequality, increased capital outflow, and increased private investment into assets that belonged to our state – assets that belonged to us as the people of South Africa were slowly being decimated by the international private sector. The GEAR policy having promoted private partnerships with the state also led to increased rates in basic services such as water and electricity. The privatisation of housing stock led to homelessness of millions of South Africans. Furthermore, the policy was robustly capitalist and unfortunately for South Africa, capitalism had and still has a highly racial character. The policy entrenched what we like to call 'white privilege'. Black South Africans continue to find it difficult to succeed, and to become self-sufficient because historically, we are not part of the 'big fishes' and as we know 'the big fishes always eat the small fishes.'

A lack of structural support for the majority is aggravated by widespread and covert corruption amongst our own leaders. An erosion of the dreams we had at the dawn of democracy ends in relative deprivation – the psychology of hopelessness and frustration which in turn, fuels crime and ruthlessness

How then can we break this cycle? We can begin by holding ourselves and our leaders accountable. We can begin by abandoning the fetishization of materialism, selfishness, and greed because it fuels the system, and it goes against the African ideal. African communitarianism (not communism) teaches us that we should respect ourselves and our environment by only taking what we need and by giving the excess to others. It teaches us to uplift each other and to help each other succeed so that we can live in harmony with ourselves, with others and with our beautiful continent. We need to return to the teachings of our ancestors.





HERE'S TO YOU

Loud & Queer!



Proud to be what you want to be.

THE FITNESS BAR





Nandipha Mqoco

Who is Nandipha Mqoco and how did your journey into becoming the successful young female you are today?

I am a 25 year old black creative. I love fashion , my love for fashion started at an early age and my journey started there till now . My love for hair ,makeup and beautiful viewing spaces ended being also part of my journey. People started liking my documentation of all these things and brands also started to take notice of this and the rest is history!

How would you define a visual whizz?

A vision whizz is a person I aspire to be and a person that I know I have potential of becoming. I feel I have a good eye for everything, visual culture comes in different forms and mediums but I think a visual whizz is someone who can dominate all those mediums and someone who can spot these good things in all those mediums and finds a way of brings those things to life.



When posting content what are some of the aspects do you consider before creating content or posting?

Firstly you need to ask yourself, is it me and does it fit my aesthetic or my brand .Secondly is it interesting, would people like it or learn from it, will it inspire them to create or take risks and how do I fuse my aesthetics and brand into portraying something authentic and cool?

What are some of the challenges facing women in South Africa as it relates to Entrepreneurship?

I think mostly important the barrier of being a woman , a black woman! Especially in male dominated spaces we have to constantly prove ourselves, prove our worth ,our value and how much we are bringing to the table . I think that's your biggest challenge. These challenges show head in its forms whether it's getting experience or getting capital, it will always be a barrier in some shape or form in whatever you're trying to do.



Nandipha Mqoco



What advise would you give to young females trying to make it being in the social world , females who would like to be public figures and have an impact in the fashion industry?

Number 1, you have to be passionate about it , you have to love what you're doing because if you don't , it's not going to work out. There's going to be many times you face challenges and difficulties but if you have the love for it , that will keep you going . Secondly, if you're going to be a public figure or in the public space there's certain things you need to keep to yourself even though sometimes you're going to have to sacrifice some of your privacy but there's certain things that you need to make sure they are for you and only you to know. Lastly educate , educate , educate yourself. Don't stop learning always make sure you're well knowledged about your industry whether locally in your continent or internationally . This makes you better as a creative and better at your craft , it also helps you have an impact in your community in various dynamic ways.

LWANDILE MAKHAZA





Lwandile Makhaza

Where do you draw your inspiration from? Where do you go or what do you do when you need to get inspired for new content?

I believe that there is so much inspiration all around me, I make sure that I surround myself with inspiration be it social media, or outside of the digital space. I spend a lot of time online on platforms like Pinterest and Instagram where I get to directly engage with everything that inspires me so when I am looking for something new those are my favourite platforms to visit.

Through my content, I always aim to inspire, to create visuals that tell stories and appeal to people's creativity.



What does the term 'Influencer' mean to you? And what is it that you always aspire to achieve with your content?

An influencer is someone or a group of people who through their personality, creativity, or entertainment factor can encourage groups of people to consume certain products/ lifestyle/ behavior or encourage buying activity. They serve as a bridge between brands and consumers by offering their audiences authentic reviews on experiences and products that may appeal to the consumer. On a social level, influencers can keep audiences captured through lifestyle content that shares the way they dress, where they eat, and through this inspire and captivate their audience.



Lwandile Makhaza

Social media has really evolved tremendously over the past couple of years and has brought us a whole new influencer market. What is Style ID and how it has impacted the way you do your work?

It has evolved and adapted as the years go by which is amazing, especially for new creators! You don't have to have a million followers to work with your favourite brands. That is the most exciting part of the evolution of the influencer market, there is room for so many creators to shine.

Style ID is an amazing platform where you register as their influencer while bringing the brands to you. When Style ID receives briefs from brands they will go through their registered influencers and select the ones best suited for the brand.

As a creator you are not required to do the work of reaching out to brands etc, you can be directly connected to the brands by this platform.

This gives amazing opportunities for growing creatives. It has truly been such a big help for me especially in the process of growing, it has made putting my name and my work out there a lot easier and more accessible to the right people.





LWANDILE MAKHAZA

What advice would you give to a young girl who may look through your social media and feel a little inadequate rather than inspired?

As hard as it is especially in this life, I would remind them that comparison is the thief of joy. I truly believe that wholeheartedly and have used it to catch myself in moments where I find myself wanting someone else's life or feeling like my life is not enough. Social media as much as it can be very authentic and positive, can also be very fake and depict a more digestible and more beautiful version of life, without sadness or failure and that people use to compare to their lives. Focus on practicing gratitude for everything that you have, you're enough and you are exceptionally blessed. There will always be someone prettier, richer, thinner, smarter, etc, but that doesn't and shouldn't take away from everything that you have and you are. It's important to focus on working to become the best person you can be for yourself, not to because you want to be better than someone else. I think when people remember that they will be okay.

FEMALE THERAPY





Anele Zondo

How did you come to be such a prominent tv personality?

Navigating myself into entertainment wasn't easy. As a young woman from a small town in KZN (Newcastle, Kwazulu Natal) this industry seemed like a foreign language.

The moment I made my choice at the young age of 16, I fought for every opportunity and this led to me crafting a path of greatness filled with great opportunities and success.

After high school, I went to a media studies college and this is where I graduated with a media studies diploma.

This wasn't easy as I had to hustle to purchase all my necessities because I didn't get enough money from home and this led to me selling hair and doing odd jobs here and there. But, it was worth it.



This equipped me with excess funds to join an agency and after graduating I worked for my sister as a personal assistant for a couple of months but office life was not for me.

Thereafter, I attended auditions more frequently and made it to MYV BASE Vj search top 10 nationals in 2017.

I didn't get it the same year but joined the River and Massive Music team. And from there it's been a great journey.

I've fast forwarded my story so much, but there were a lot of no's, rejection, starting off as an extra, being broke but I always had faith and I've always worked hard.

It's taken hard work, tenacity, and patience and passion to be here!



Anele Zondo

Who are the person/people that you grew up looking up to? And who is the person/people that you would say played a big role in who you are today?

Many have played different roles in my life this includes- my mother and my sisters.

On the outer skirts it was Rihanna, Oprah, Beyoncé, Giuliana Rancic, Felicia Mabuza, Nonhle Thema and many other woman who just inspire me to be great

With the South African Entertainment Industry being such a exciting yet challenging industry to be in, what are some of the biggest challenges you've faced in your career and how did you manage to overcome them?

Being female is already hard in this industry because we don't get a lot of support, starting up isn't easy.

People offer positions for intimacy which I've always stood against and been headstrong in my pursuit of a career led by work and talent .

Funding and institution, is not enough. And longevity in the industry is a hard upkeep

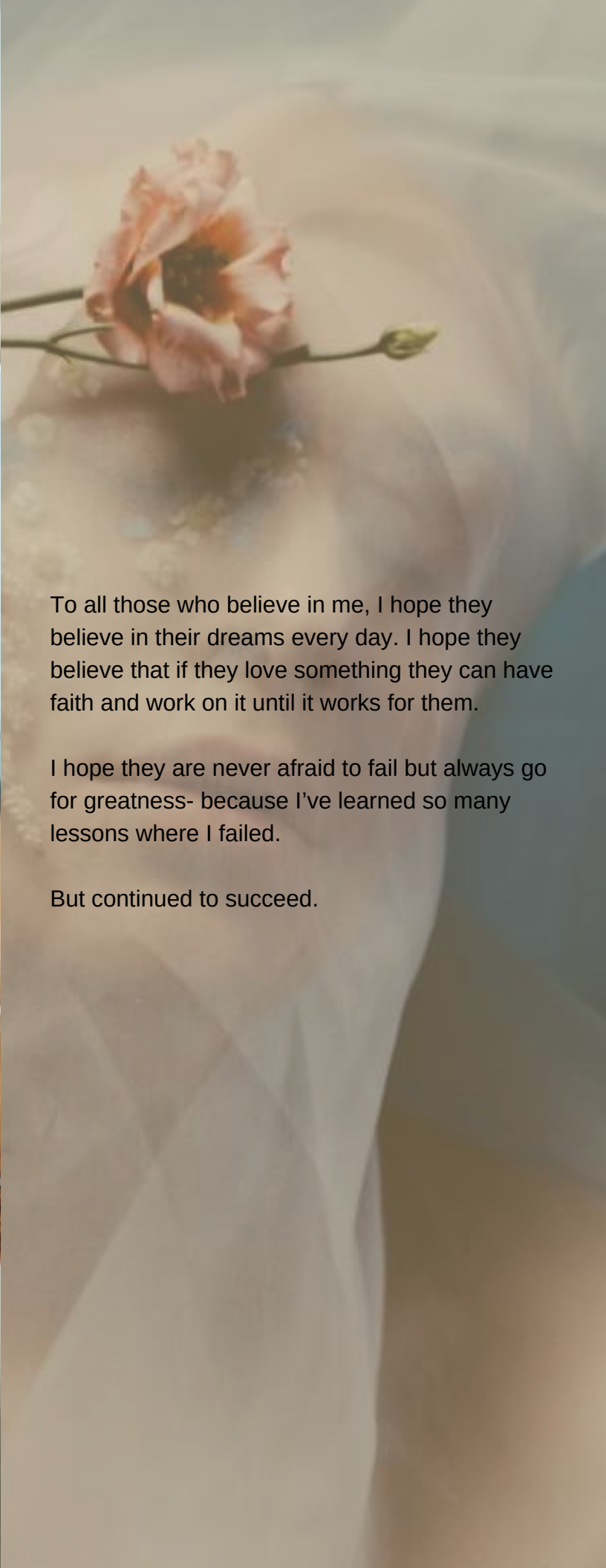
Could you share with us what some of your future plans/aspirations are?

It's the year of owning! It's the time now for me to claim my spot on an international level. I'm very excited to grow myself on different avenues and I cannot wait to share my plans.





ANELE ZONDO



To all those who believe in me, I hope they believe in their dreams every day. I hope they believe that if they love something they can have faith and work on it until it works for them.

I hope they are never afraid to fail but always go for greatness- because I've learned so many lessons where I failed.

But continued to succeed.

The beautiful and groundbreaking speaker, content producer and champion

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Solo



Cost : Free Entry

Solo is the brain child of two friends Tumelo Maepa & Hlompho Chauke, who saw the chance to create not just a restaurant but a truly unique dining concept.

An experience set in a contemporary and upmarket setting, with a modern, fresh menu of South African inspired dishes.

These elements, all in the heart of South Africa's business hub all topped off with a celebration of contemporary urban African culture.

An extraordinary sensory experience. A dining destination unparalleled. A celebration of a new Africa.

Proud Mary

Cost : Free entry

Welcome to Proud Mary, nestled in the heart of Rosebank's foodie district. A modern mid-century inspired all-day eatery and wine bar to suit every taste. Be transported back to an era of luxurious mid-century dining spaces with a contemporary spin.



Daily Declaration

Repeat after me

I am Influential

I impact lives

I Constantly renew my mind.

I Surround myself with fertilizer and not rocky people

I am paving a way for the next generation

I will be acknowledged in history

I walk in my divine purpose

My name carries power

I create change

There are no limitations to what I'm capable of.

My life lessons will be demarcation points for women

I am groundbreaking

I empower and encourage

I don't give up, not on myself or others

I am powerful

There will be no holdups, no holdouts, no setbacks or delays

I am an Embodiment of Power.

I am HER.



TheClub

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TheBabygirlclub

You give yourself value